

**AMENDMENTS TO THE CLAIMS:**

The listing of claims will replace all prior versions, and listings of claims in the application:

**LISTING OF CLAIMS**

1. Canceled.
2. Canceled.
3. Canceled.
4. Canceled.
5. Canceled.
6. Canceled.
7. Canceled.
8. Canceled.
9. (Currently Amended) A document creation system, creating a document described in a data format including document data and quantitative document intent information, comprising:
  - a user interface which collects ~~document data and~~ quantitative document intent information in the form of a document intent vector, and displays examples of the effects of quantitative document intent information, said examples being selectable via said user interface ~~on said document data~~, said document intent vector which includes a matrix of weights that give the contribution of each value property to each intent where said intent includesing document costs as a factor which represents the intents of a design of the document in decisions made to display the document;
  - a document editor, generating and applying said document intent vector to

a stored document file; and,

a document formatter, using said document intent vector to format the document, for subsequent display at said user interface.

10. (Previously Presented) A system as defined in claim 9, wherein said display at said user interface interactively gathers intents from a user during document creation.

11. Canceled.

12. (Currently Amended) A document indexing and retrieval system, for storing documents described in a data format including document data and quantitative document intent information in the form of a document intent vector, including:

a user interface configured to display examples of the effects of quantitative document intent information on said document data, said examples being selectable via said user interface;

a document storage device;

a document indexing system, indexing documents in accordance with a document intent vector derived from quantitative document intent information coordinates and a matrix of weights that give the contribution of each value property to each document intent coordinate of said document intent vector, the document intent vector representing intents of a design of the documents including document costs as a factor used in decisions made to output the documents; and,

a document retrieval system configured to retrieve said document.

13. Canceled.

14. Canceled.

15. Canceled.

16. Canceled.

17. Canceled.

18. (Currently Amended) A document using system, presenting a document described in a data format including document data and quantitative document intent information, including:

a user interface that displays examples of the effects of quantitative document intent information on said document data, said examples being selectable via said user interface; and

a document intent vector derived at least from a weighted matrix of contributions for each intent coordinate, where said document intent vector represents said quantitative document intent information for the design of the document and document costs to be used in decisions made to output the document.

19. (Currently Amended) A document using system, presenting a document described in a data format including document data, and quantitative document intent information, specified by a document creator comprising:

a document using system user interface receiving document user quantitative intent information, including the relative importance of document costs represented through a matrix of weights, and compiling said user quantitative intent information into a document user quantitative document intent vector, said system user interface being configured to display selectable examples based at least in part on said document intent vector; and

a document using system document processor, combining a document creator quantitative document intent vector which is reflective of document creator quantitative document intent information and derived from said matrix of weights, and said document user quantitative document intent vector, prior to presenting the document, the document creator quantitative document intent vector and the document user quantitative document intent vector being used in decisions made to present the document.

20. (Previously Presented) The document using system defined in claim 19, wherein the document using system processor applies a set of reconciliation rules to the document creator quantitative document intent information and document user quantitative document intent information, in order to determine the appropriate combination thereof.

21. (Currently Amended) A document processing system operative to process documents in a data format, said document processing system comprising:

a document user interface which collects document intent information representing intent of a design of said documents displays examples of the effects of quantitative document intent information on said document data, said examples are selectable via said user interface, said document intent information including a plurality of qualified intents defined as functions of relative importance reflecting value properties of the document;

a document editor which compiles said value properties into a document intent vector which is derived from a value property and a matrix of weights that give the contribution of each value property to each intent coordinate.

22. (Previously Presented) The document processing system of claim 21, wherein said qualified intents include at least one of the following:

legibility, ability to attract attention, cost, processing time or visual balance.